Associate Director of Development

About Virginia Arts Festival:

The Virginia Arts Festival celebrates its 25th Anniversary in 2022. The largest and most prestigious performing arts organization in southeastern Virginia, Virginia Arts Festival has transformed the region's cultural scene, presenting great performers from around the world and making this historic region a cultural destination for visitors from across the United States and around the world. Over the past 25 years, the Festival has welcomed visitors from all 50 states, the District of Columbia, and 25 foreign countries. The Festival has presented over 1,438 performances, free community events, and student matinees and workshops with a reach of over 1.2 million attendees. Each season, millions more are reached through international broadcasts of Festival performances on American Public Radio's Performance Today, nationally on PBS TV, and regionally on WHRO TV. Over 32% of ticket sales come from outside the region, bringing tens of thousands of visitors to local museums and attractions and filling regional hotels and restaurants. The estimated annual economic impact of the Festival exceeds $25 million.

Arts education is central to the mission of the Virginia Arts Festival. Since its creation in 1997, the Festival has reached more than half a million students, providing opportunities for students and educators that simply would not otherwise exist. Each year, the Festival reaches over 30,000 young people through student matinees, in-school performances, workshops, and masterclasses, offering life-changing opportunities to see and study with virtuoso performers. The Rhythm Project, a community engagement program of the Festival, is a world percussion program dedicated to nurturing self-esteem through individual and cooperative achievement. Eleven ensembles serve the cities of Norfolk, Virginia Beach, and Portsmouth.

Position Summary:

The Virginia Arts Festival is seeking an experienced development professional to drive the development efforts, with a specific focus on in-person individual gift solicitation, donor stewardship, and donor cultivation. The Associate Director of Development works as a key member of the development team under the direction of the General Manager. The Development department is the primary source, other than ticket sales, for raising funds for the Virginia Arts Festival. The fundraising program consists of an ongoing Capital/Endowment Campaign and four areas from which the Development team solicits annual operating funds, including:

- Individual Donors
- Corporate Sponsorships
- Private Foundations (Grants)
- Government Support (City and State Agencies – funding generally achieved through grants).
The Associate Director of Development has a key role as the primary staff person managing relationships with individual donors, particularly major-gift and mid-level donors. S/he will oversee fundraising toward the Annual Fund and will also serve as the point person for all capital/endowment campaign activities. For that reason, the Associate Director of Development must maintain a very high level of thoroughness, accuracy, consistency and attention to detail. The successful candidate must be forward thinking, and an experienced fundraising professional who can be a highly collaborative member of the executive leadership team and close partner to our outstanding volunteers.

**Principal Responsibilities:**

- Successfully manage a portfolio of high-level donors and prospects and build deep donor relationships with assigned individuals and organizations.

- Work closely with General Manager and Executive Director to ensure proper cultivation and stewardship activities across VAF’s donor and prospect portfolios.

- In conjunction with the General Manager, create and implement a comprehensive annual development plan to steward and solicit current donors, while also working to increase giving level and cultivate new donors.

- Function as a major and planned gifts officer by ensuring that the external cultivation and stewardship of donors is adequate to meet or exceed the goals set forth in the annual plan, including proactive management of the Executive Director’s and General Manager’s prospect meetings and solicitations.

- Responsible for assisting with the execution of an endowment/capital campaign effort, working in close conjunction with campaign counsel, General Manager, Executive Director, and volunteers.

- Oversee and effectively manage areas including (but not limited to) annual fund, planned giving, campaign fundraising, grant writing and reporting, volunteer management, gift processing, donor database management, special events, and marketing efforts tied to fundraising activities, as appropriate.

- Other duties as assigned.

**Qualifications:**

- At least 3-5 years of experience in development, including personally soliciting funds and motivating others to solicit funds.

- Must have had successful experience in working with volunteers, boards and committees.
• Must possess a basic knowledge of database software and be proficient in Microsoft Office programs.
• Ability to communicate and present effectively both verbally and in writing.
• Must have the ability to manage multiple projects and strong attention to detail skills are required.
• Must possess strong interpersonal skills and the ability to work with entire organization to foster goal accomplishment.
• Must be able to have flexible working hours, including evenings and weekends, particularly in the time period immediately prior to and during the annual Festival.

Salary: Based on experience and qualifications. This is a full-time position with benefits.

Interested qualified applicants should submit a cover letter and resume to Tracy Uriegas - TUriegas@vafest.org - for consideration.

Deadline to apply for this position is March 15, 2022.